MTAA **Medical Technology**
ASSOCIATION OF AUSTRALIA

TEST 3 ANNUAL CONFERENCE

BRAND GUIDELINES

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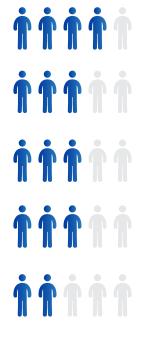Marketing Manager
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Why MedTech19 matters?

About

MTAA's MedTech19 Annual Conference is the premier medical technology industry conference in Australia and is a major event on the Australian healthcare calendar. The event brings together a wide variety of leaders and influencers across industry, government and academia, to discuss the key issues ranging from cybersecurity to the future of private health insurance.

Who attends MedTech19?

Senior Management
Medical Technology Companies

Regulatory
Medical Techology Companies, Consultants, Government

Communications/Marketing
Medical Technology Companies

Policy Makers
Medical Technology Companies, Other Industry bodies, Advocacy Groups

Operations
Medical Technology Companies, Medical Company Representatives

19-20 SEP
Amora Hotel Jamison Sydney
www.MedTech19.org.au

Keynote speakers

- **Marene Allison, Chief Information Security Officer, Johnson & Johnson,** USA, as keynote speaker, who will present: Cybersecurity – The Future of Digital Security in MedTech. Marene will also join a panel discussion including Michelle Price, AustCyber; Simon Crowley, VIC Dept. of Health; Dana-Megan Rossi, Beckton Dickinson (USA) and more.
- **Robert Hankin, CEO & President, Health Industry Business Communication Council**, USA, on the development and implementation of the Unique Device Identification (UDI) system.
- **Guy Leech, first ever Ironman,** NSW, on his mission to make sure everyone can get to a defibrillator within 180 seconds.
- **Susie Giddey from Healthshare, NSW Health,** who will present: Procurement for Medical Devices – what does good look like?